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Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary	Application No. 09/414,547	Applicant(s) Tomita et al	
	Examiner Geoffrey Akers	Group Art Unit 2765	

☒ Responsive to communication(s) filed on _Oct 8, 1999_

☐ This action is **FINAL.**

☐ Since this application is in condition for allowance except for formal matters,   **prosecution as to the merits is closed** in accordance with the practice under _Ex parte Quayle_ 935 C.D. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire _____3____ month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Disposition of Claim

☒ Claim(s) _1-63_____ is/are pending in the applicat

     Of the above, claim(s) _____ is/are withdrawn from consideration

☐ Claim(s) _____ is/are allowed.

☒ Claim(s) _1-63_____ is/are rejected.

☐ Claim(s) _____ is/are objected to.

☐ Claims _____ are subject to restriction or election requirement.

Application Papers

☒ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☒ The drawing(s) filed on _____Oct 8, 1999_____ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

☒ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☒ All ☐ Some* ☐ None   of the CERTIFIED copies of the priority documents have been

     ☐ received.

     ☒ received in Application No. (Series Code/Serial Number) 08/187,543 .

     ☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

     *Certified copies not received: _____

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

☒ Notice of References Cited, PTO-892

☒ Information Disclosure Statement(s), PTO-1449, Paper No(s). _____2____

☐ Interview Summary, PTO-413

☒ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

--- *SEE OFFICE ACTION ON THE FOLLOWING PAGES* ---

DETAILED ACTION

Note-This is a divisional application of application number 08/864,762 which is a file wrapper

continuation(FWC) application of prior application U Serial No: 08/187,543. Applicant, in his

Preliminary Amendment, canceled claims 10, 12,17,18,24-26,28-30,32-35 and 37. Claims 1-

9,11,13-16,19-23,27,31,36 and 38-63 are pending. New claims 40-63 have been added.

1.   Claims 1-9,11,13-16,19-23,27,31,36,38-63 have been examined.

Drawings

2.   The proposed changes to the drawings are approved by the examiner.

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
> section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
> such that the subject matter as a whole would have been obvious at the time the invention was made to a person
> having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
> manner in which the invention was made.

4.   Claims 1-9,11,13-16,19-23,27,31,36,38-63 are rejected under 35 USC 103(a) as

unpatentable over Schultz et al(US Pat. No: 5,056,019) and further in view of Ikeda et al(US Pat.

No: 5,937,391).

5.(AMENDED) As per claim 1, Schultz teaches a point management system employing a

computer for managing points issued to each customer who receives service according to the

issued points, comprising a point issue means for issuing the points to the customer according to

transactions performed by the customer(col. 4 lines 50-64)(col 5 lines 57-60) point accumulation

means for calculating and accumulating the issued points for more than two transactions(col 5

lines 8-18) point notification means for notifying the customer of point information comprising

the issued points(col 5 lines 15-18) and customer identification means for identifying the

customer according to customer identification(Fig 1/21/21a) [data entered through a customer or

store terminal, the point notification means for notifying the customer identified by the customer

identification means of the customer's cumulative point information before the customer carries

out transactions] information(col 6 lines 28-34). Schultz fails to teach wherein the point issue

means comprises rate management means for changing a point calculation rate according, to each

of the more than two transactions.Ikeda teaches a means for calculating the rate managment

means for changing a point calculation according to each of more than two transactions(col 8

lines 1-23)(Fig 9). It would have been obvious to one skilled in the art at the time of the

invention to combine Shultz in view of Ikeda to teach the above. The motivation is to encourage

additional purchases by customers.

6.(AMENDED) As per claim 2, Schultz teaches the point management system according to claim

1, wherein the point notification means notifies the customer of the point information as primary

data through [the] store terminal(col 7 lines 20-32). Schultz fails to teach the point notification

means notifies the customer of the point information as primary data through the customer terminal as soon as the customer terminal is turned ON.Ikeda teaches a point notification means to a customer at a terminal(col 6 lines 29-38)(Fig 6)(Fig 5/2). It would have been obvious to one skilled in the art at the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for this to to keep the customer advised in real time of his point accumulation account.

7. (AMENDED) As per claim 3, Schultz teaches the point management system according to claim 1, wherein the point notification means notifies the customer identified by the customer identification means of the point information as primary data through [the] status report(col 8 lines 48-49)(Fig 1/17). Shultz fails to teach that the customer is notified at the store terminal.Ikeda teaches that the customer is notified in the store terminal(col 6 lines 29-38)(Fig 5/2)(Fig 6). Shultz does teach that the purchase records of the customer are maintained by the in-store computer(col 7 lines 33-44). It would have been obvious to one skilled in the art at the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for this is the customer with his record of purchase information.

8. (AMENDED) As per claim 4, Schultz teaches the point management system according to claim 1, wherein the point issue means [has] includes rate management means(col 8 lines 7-24)(Fig 1/30/3/7/14/6/28). Schultz fails to teach changing a point calculation rate according to purchase conditions.Ikeda teaches a point rate calculation (ratio) based on purchase amount(col 3 lines 52-59)(col 8 lines 1-23)(Fig 9).It would have been obvious to one skilled in the art at the

time of the invention to combine Schultz in view of Ikeda to teach the above.The motivation for

this is to encourage additional purchases by consumers.

9. (NOT AMENDED HEREIN) As per claim 5, Schultz teaches the point management system

according to claim 4,(col 7 lines 60-col 8 line 24). Schultz fails to teach that the rate management

means changes the point calculation rate according to conditions set for purchases carried out on

a predetermined day, in a predetermined period or during predetermined hours.Ikeda teaches a

point rate calculation(ratio) based on purchase amount(col 3 lines 52-59)(Fig 1)(col 8 lines 1-23).

Ikeda teaches obsertving these purchases over time(col 4 lines 34-35). It would havebeen obvious

to one skilled in the art atthe time of the invention to combine Schultz in view of Ikeda to teach

the above.The motivation is to derive the ratio based on history to develop trends.

10. (NOT AMENDED HEREIN) As per claim 6 Schultz teaches the point management system

according to claim 4, wherein the rate management means changes the point calculation rate

according to conditions set for purchases carried out at stores in participating retail stores(col 7

lines 45-47). Schultz fails to teach that the rate management means changes the point calculation

rate according to conditions set for purchases carried out in a specific area or at a specific counter

in a store.Ikeda teaches a point rate calculation carried out for specific stores(col 3 lines 52-

59)(Fig. 6)(col 8 lines 1-23)(Fig 9). It would have been obvious to one skilled in the art at the

time of the invention to apply combine Schultz in view of Ikeda to teach the above. The

motivation for this is to identify specific stores to obtain a given set of statistics. It would have

been obvious also to locate a specific place in a given store from which to do this ratio

calculation.The motivation for this is to obtain information with one variable held constant(fixed store/counter) for better interpretation.

11. (NOT AMENDED HEREIN) As per claim 7 Schultz teaches the point management system according to claim 4, for a specific series of commodities(col 7 lines 64-68). Schultz fails to teach that the rate management means increases the point calculation rate according to conditions set for sales promotion.Ikeda teaches that the ratio is dependent on amount of purchases(col 3 lines 52-59)(Fig 6)(col 8 lines 1-23)(Fig 9). It would have been obvious to one skilled in the art at the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for this is to develop the ratio for volume related to promotions, and encourage sales.

12. (NOT AMENDED HEREIN) As per claim 8 Schultz teaches the point management system according to claim 4,for purchases carried out in a predetermined peripod or number of transactions carried out by visiting stores(col 7 lines 51-59)(Fig 1/4/7/23/30/28/20/19). Schultz fails to teach that the rate managment means changes the point calculation rate according to conditions set for a predetermined number of purchase transactions.Ikeda teraches a point rate calculation dependent upon number of purchases(col 8 lines 1-23)(Fig 9)(Fig 6)(col 3 lines 52-59). It would have been obvious to one skilled in the art at the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for this is to encourage additional purchases by consumers.

13. (NOT AMENDED HEREIN) As per claim 9 Schultz teaches the point management system according to claim 4, at a customer terminal in a specific area or time band(col 7 lines 45-47/col

8 lines 7-9). Schultz fails to teach the rate management means changes the point calculation rate according to conditions set for the number of accesses. Ikeda teaches a point rate calculation based upon number of purchases(col 8 lines 1-23)(Fig 6)(Fig 9)(col 3 lines 52-59). It would have been obvious to one skilled in the art at the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for this is to encourage additional purchases by consumers.

14. (NOT AMENDED HEREIN) As per claim 11 Schultz teaches the point management system according to claim 1, wherein the point notification means notifies the customer of the point information in images, by voice, or both(col 8 lines 64-65)(Fig 1/ 18/19/17).

15. (NOT AMENDED HEREIN)As per claim 13 Schultz teaches the point management system according to claim 11, wherein the point notification means displays a graph of cumulative points and target points(col 8 lines 48-53)(Fig 1/17/19/28).

16. (AMENDED) As per claim 14 Schultz teaches the point management system according to claim 11, wherein the point notification means displays a graph of cumulative points and target points(col 8 lines 48-53)(Fig 1/17/19/28). Schultz fails to teach a display of [the] target points as the whole of a given screen area and [the] cumulative points as an area proportional to the target points area with a different color or brightness.It would have been obvious to one skilled in the art at the time of the invention to portray two colors to depict target points and cumulative points in the earnings cycle. The motivation for this is to provide a visual description of the accumulation process.

17. (AMENDED) As per claim 15 Schultz teaches the point management system according to

claim 11, wherein the point notification means displays a graph of cumulative points and target

points(col 8 lines 48-53)(Fig 1/17/19/28). Schultz fails to teach a display of [the] target points of

an object requested by the customer as an area and [the] cumulative points as a proportional part

of the target points area with a different color or brightness. It would have been obvious to one

skilled in the art at the time of the invention to portray two colors to depict target points and

cumulative points in the earnings cycle. The motivation for this is to provide a visual description

of the accumulation process.

18. (AMENDED)As per claim 16 Schultz teaches the point management system according to

claim 11, wherein the point notification means sets an area for [the] target points of an object

requested by the customer and displays part of the area in proportion to the [cumulative]

accumulate points(col 8 lines 56-61)(Fig 1/12/30a/19/18).

19. (AMENDED) As per claim 19 Schultz teaches the point management system according to

claim [11] 13, wherein the point notification means is installed in a store shopping-cart or

videocart equipped with a display screen device and notifies the customer of the point

information or specific commodity's point information set in a specific area in a store(col 6 lines

57-60).

20. (AMENDED) As per claim 20 Schultz teaches the point management system according to

claim 13 [11], wherein the point notification means is installed in a store cart(col 6 lines 57-60).

Schultz fails to teach that the customer is notified of the point information [in voices] by voice. It

would have been obvious to one skilled in the art at the time of the invention to notify the

customer also by voice. The motivation for this is to obtain real time contact with the customer.

21. (NOT AMENDED HEREIN) As per claim 21 Schultz teaches the point management system

according to claim 11, wherein the point notification means includes a display installed in a store

and displays point information of specific customers or customers belonging to predetermined

groups(col 6 lines 65-col 7 line 10)(Fig. 1/28/27/19/20/21/21a).

22. (AMENDED) As per claim 22 Schultz teaches the point management system according to

claim 1, wherein the point notification means uses available communication circuits to notify the

customer of point information [such as] including target points for a service requested by the

customer, the customer's cumulative points, or a shortage of points relative to the target

points(col 8 lines 49-55)(Fig 1/30a/18/17/20).

23. (AMENDED) As per claim 23 Schultz teaches the point management system according to

claim 1, wherein the point accumulation means [has] includes condition monitor means for

changing the [cumulative] accumulated points according to predetermined conditions(col 6 lines

5-8).

24. (NOT AMENDED HEREIN) As per claim 27 Schultz teaches the point management system

according to claim 1, wherein the service is provided to the customer through communication

circuits(col 7 lines 45-56)(Fig 1/30/7/23/4/28).

25. (NOT AMENDED HEREIN) As per claim 31 Schultz teaches the point management system

according to claim 1, wherein the point information is supplied to the customer through the

customer or store terminal through communication circuits(col 9 lines 25-28)(col 10 lines

713)(Fig 2/19/25/22/21/3/2/26/4/28/43)(col 10 lines 35-40).

26. (NOT AMENDED HEREIN) As per claim 36 Schultz teaches the point management system

according to claim 1, wherein the point issue means issues points to the customer without

disclosing points allocated for commodities(col 5 lines 58-60).

27. (NOT AMENDED HEREIN) As per claim 38 Schultz teaches the point management system

according to claim 1, wherein the point issue means includes purchase reward offers(rebates, gift

offers, sweepstakes)(col 5 lines 57-60). Schultz fails to teach a system which issues bonus points

to the customer if the number of transactions made by the customer reaches a predetermined

number.Ikeda teaches a system which does issue bonus points for higher purchases(col 8 lines 1-

23)(Fig 9). It would have been obvious to one skilled in the art at the time of the inventioin

tocombine Schultz in view of Ikedo teach the above. The motivation is to incorporate bonus

point awards to customers if the number of transaction made by the customer reaches a

predetermined number to encourage the growth of additional business.

28. (NOT AMENDED HEREIN) As per claim 39 Schultz teaches the point management system

according to claim 1, wherein the point accumulation means collects and accumulates points

issued to each customer belonging to a group if the customer identification means identifies that

the customer belongs to the group(col 7 lines 5-19).

29. (NEW) As per claim 40, Schultz teaches the point management system according to claim 1, wherein the point notification means notifies the customer of the point information as primary data of a transaction(col 5 lines 15-18).

30. (NEW) As per claim 41 Schultz teaches the point management system according to claim 1, wherein the point notification means further comprises communication means for notifying the customer of the point information in offhours using communication circuits(col 8 lines 43-55).

31. (NEW) As per claim 42 Schultz teaches the point management system according to claim 41, wherein the communication means supplies the customer with information and services concerning the point information by one of a terminal(col 10 lines 7-20)(col 7 lines 20-32) and a bidirectional television display.

32. (NEW) As per claim 43 Schultz teaches the point management system according to claim 1, wherein the point notification means further comprises communication means installed in one of a cart and a videocart equipped with a display screen device, said communication means for notifying the customer of one of the point information and specific commodity point information sent to a specific area(col 6 lines 57-60).

33. (NEW) As per claim 44 Schultz teaches the point management system according to claim 1, wherein the point notification means comprises communication means installed in a cart, said communication means for notifying the customer of the point information(col 6 lines 57-60).

34. (NEW) As per claim 45 Schultz teaches the point management system according to claim 1, wherein the point notification means is to employ data processing means for notifying the

customer of the point information by one of images, voice, and both(col 8 lines 64-65)(Fig 1/18/19/17).

35. As per claim 46 Schultz teaches the point management system according to claim 45, wherein the data processing means displays a graph of cumulative points and target points(col 8 lines 4853)(Fig 1/17/19/28).

36. (NEW) As per claim 47 Schultz teaches the point management system according to claim 45, wherein the data processing means displays a graph of cumulative points andtarget points(col 8 line 48-53)(Fig 1/17/19/28). Schultz fails to teach a display of target points as a whole of a given screen area and cumulative points as an area proportional to target points area with one of a different color, a different brightness, and a different color and a different brightness.It would have been obvious to one skilled in the art at the time of the invention to teach the above. The motivation for this is to provide a visual description of the accumulation process.

37.(NEW) As per claim 48 Schultz teaches the point management system according to claim 45, wherein the point notification means displays a graph of cumulative points and target points(col 8 lines 48-53)(Fig 1/17/19/28). Schultz fails to teach a data processing means that displays target points of an object requested by the customer as an area and cumulative points as a proportional part of the target points area with one of a different color and a different brightness.It would have been obvious to one skilled in the art at the time of the invention to portray two colors to depict target points and cumulative points in the earnings cycle. The motivation for this is to provide a visual description of the accumulation process.

38. (NEW) As per claim 49 Schultz teaches the point management system according to claim 45, wherein the data processing means sets an area for target points of an object requested by the customer and displays part of the area in proportion to cumulative points(col 8 lines 5661)(Fig. 1/12/30a/19/18).

39. (NEW) As per claim 50 Schultz teaches the point management system according to claim 45, wherein the data processing means stores one of information of specific customers, information of groups, and information of specific customers and groups(col 6 line 65-col 7 line 10)(Fig 1/28/27/19/20/2.1/21a).

40. (NEW)As per claim 51 Schultz teaches a point management system employing a computer for managing points issued to each customer who receives service according to issued points, comprising point issue means for issuing the points to the customer according to transactions performed by the customer(col 4 lines 50-64)(col 5 lines 57-60) point accumulating means for calculating and accumulating the issued points(col 4 lines 64-col 5 line 7) point storing means for storing point information comprising the issued points for each customer identification(col 8 lines 55-61) point notification means for notifying the customer of the point information(col 5 lines 15-18) and customer identification means for identifying the customer according customer identification information(Fig 1/21/21a), wherein the point notification means notifies the customer of the point information before the customer carries out transactions(col 8 lines 48-55).

41.(NEW) As per claim 52 Schultz teaches the point management system according to claim 51

wherein the point notification means notifies the customer of the point information as prinary

data through the store terminal(col 7 lines 20-32). Schultz fails to teach the point notification

means notifies the customer of the point information as primary data as soon as the customer

terminal is turned ON.Ikeda teaches a point notification means to a customer at a store

terminal(col 6 lines 29-38)(Fig 6)(Fig 5/2). It would have been obvious to one skilled in the art at

the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation

for this is to achieve rapid notification to the customer of e rewardsreward. eligibility.

42.(NEW) As per claim 53 Schultz teaches a point management system comprising a computer

and managing points issued to each customer, each customer receiving service according to the

issued points, said point management system comprising means for accumulating points issued

to each respective customer for more than two transactions(col 4 line 64-col 5 line 7)(col 5 lines

8-15)(col 5 lines 60-63) and means for notifying each customer of the points issued to each

respective customer before each respective customer carries out a transaction(col 8 lines 48-

55).Schultz fails to teach changing the point calculation rate according to each of more than two

transactions.Ikeda teaches changing the point rate calculation according to each of more than two

transactions(col 8 lines 1-23)(Fig 9). It would have been obvious to one skilled in the art at the

time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for

this is to encourage additional purchases by consumers.

43.(NEW) As per claim 54 Schultz teaches a point management system comprising a computer

and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management system comprising means for accumulating points issued to each respective customer for more than two transactions)(col 4 line 64-col 5 line 7) and rate management means for changing a point calculation rate according to each of the more than two transactions(col 5 lines 8-15)(col 5 lines 60-63). Schultz teaches the point managment system wherein the point notification means notifies the customer of the point information as primary data through the store terminal(col 7 lines 20-32). Schultz fails to teach that the point notification means advises the customer of the point information as primary data through the customer terminal as soon as the customer terminal is turned ON. Ikeda teaches a point notification means to a customer at a terminal(col 6 lines 29-38)(Fig 5/2). It would have been obvious to one skilled in the art at the time of the invention to combine Schultz in view of Ikeda to teach the above.The motivation for this is to achieve rapid notification to the customer of purchase reward eligibility.

44.(NEW) As per claim 55 Schultz teaches a point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management system comprising means for accumulating points issued to each respective customer for more than two transactions(col 4 line 64-col 5 line 7). Schultz teaches notifying the customer of his point accumulations through a status report(col 10 lines 7-20)(Fig 1/17) as well as prior to transactions performed by the customer(col 6 lines 28-34).Schultz fails to teach notifying the customer

through the in store terminal. Ikeda teaches notifying the customer through the in store

terminal(col 6 lines 29-38)(Fig 6)(Fig 5/2).It would have been obvious to one skilled in the art at

the time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation

for this is to provide a real time update of the record of the customer purchases. Schultz fails to

teach changing the point calculation rate according to each of more than two transactions.Ikeda

teaches changing the point calculation for more than two transactions(col 8 lines 1-23)(Fig 9). It

would have been obvious to one skilled in the art at the time of the invention to combine Schultz

in view of Ikeda to teach the above. The motivation for this is to encourage additional purchases

by consumers.

45.(NEW) As per claim 56 Schultz teaches a point management system comprising a computer

and managing points issued to each customer, each customer receiving service according to the

issued points, said computer comprising and said point management system comprising means

for accumulating points issued to each, respective customer for more than two transactions(col 4

line 64-col 5 line 7).Schultz fails to teach changing the point calculation rate according to each of

more than two transactions.Ikeda teaches changing the point calculation for more than two

transactions(col 8 lines 1-23)(Fig 9).It would have been obvious to one skilled in the art at the

time of the invention to combine Schultz in view of Ikeda to teach the above. The motivation for

this is to encourage additional purchases by consumers.Schultz also teaches a

means for notifying each respective customer of the points issued to each respective customer by one of images(col 8 lines 64-65)(Fig 1/17/18/19) voice, or both, and prior to transactions performed by the customer(col 8 lines 48-55).

46.(NEW) As per claim 57 Schultz teaches a point management method of a computer for managing points issued to each customer, each customer receiving service according to the issued points, said point management method comprising the steps of accumulating, by the computer, points issued to each respective customer for more than two transactions(col 4 line 64-col 5 line 7), and notifying each customer of the points issued to each respective customer before each respective customer carries out a transaction(col 8 lines 42-47)(Fig 1/17).Schultz fails to teach changing the point calculation rate according to each of more than two transactions Ikeda teaches changing the point calculation rate according to each of more than two transactions. It would have been obvious to one skilled in the art at the time of the invention to combine Shultz in view of Ikeda to teach the above. The motivation for this is to encourage additional purchases by consumers.

47.(NEW) As per claim 58 Schultz teaches a point management method of a computer for managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management method comprising the steps of accumulating, by the computer, points issued to each respective customer for more than two transactions(col 4 line 64-col 5 line 7) and changing a point calculation rate according to each of the more than two transactions(col 5 lines 8-15)(col 5 lines 60-63). Schultz

teaches the point management system wherein the point notification means notifies the customer

of the point information as primary data through the store terminal(col 7 lines 20-32). Schultz

fails to teach the point notification system notifies the customer of the point information as

primary data as soon as the customer terminal is turned ON.Ikeda teaches a point notification

means for notifying the customer at a store terminal(col 6 lines 29-38)(Fig 6)(Fig 5/2). It would

have been obvious to one skilled in the art at the time of the invention to combine Schultz in

view of Ikeda to teach the above.The motivation for this is to achieve rapid notification to the

customer.

48.(NEW) As per claim 59 Schultz teaches a point management method of a computer for

managing points issued to each customer, each customer receiving service according to the

issued points, said computer comprising a store terminal and said point management method

comprising the steps of accumulating, by the computer, points issued to each, respective

customer for more than two transactions(col 4 line 64-col 5 line 7). and notifying each customer

of the points issued to each respective customer before each respective customer carries out a

transaction(col 8 lines 42-47)(Fig 1/17)(col 8 lines 48-55). Schult fails to teach that these

purchase records are provided to the customer at a terminal. Ikeda teaches providing these points

at the terminal(col 6 lines 29-38)(Fig 6)(Fig 5/2). It would have been obvious to one skilled in

the art at the time of the invention to combine Schultz in view of Ikeda. The motivation for this is

to provide real time information to the customer.Schultz fails to teach changing the point

calculation rate according to each of more than two transactions.Ikeda teaches changing the point

calculation rate according to each of more than two transactions(col 8 lines 1-23). It would also

have been obvious to one skilled in the art at the time of the invention to combine Shultz in view

of Ikeda to teach this.The motivation is to encourage additional purchases by consumers.

49.(NEW) As per claim 60, Schultz teaches a point management method of a computer and

managing points issued to each customer, each customer receiving service according to the

issued points(col 4 lines 50-64)(col 5 lines 57-60), said point management method comprising

the steps of accumulating, by the computer, points issued to each, respective customer for more

than two transactions(col 4 line 64-col 5 line 7). Schultz fails to teach changing the point

calculation rate according to each of more than two transactions.Ikeda teachesadjusting the point

calculation rate accordingto the number of transactions(col 8 lines 1-23)(Fig 9). It would have

been obvious to one skilled in the art at the time of the invention to combine Shultz in view of

Ikeda to teach the above. The motivation is to encourage additional purchases. Shultz teaches

notifying, by the computer, each, respective customer of the points issued to each, respective

customer by one of images(col 8 lines 64-65)(Fig 1/17/18/19), voice, and both, and prior to

transactions performed by the customer.

50. (NEW) As per claim 61 Schultz teaches the point management system according to claim

41,wherein the communication means is installed in a videocart equipped with a display screen

device and notifies the customer of the point information sent to a specific area(col 6 lines

57-60).

51.(NEW) As per claim 62 Schultz teaches the point management system according to claim 14, wherein the point notification means is installed in a store shopping-cart or videocart equipped with a display screen device and notifies the customer of the point information or specific commodity's point information sent in a specific area in a store(col 6 lines 57-60).

52. (NEW) As per claim 63 Schultz teaches the point management system according to claim 14, wherein the point notification means is installed in a store cart (col 6 lines 57-60), as well as teaches that the customer is notified of the point information by voice(col 8 lines 64-65).

Conclusion

53.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

-Wolfberg teaches an investment managment system with travel usage funds indexed to customer account status

-McCarthy teaches a centralized consumer cash value accumulation system

-Murphy teaches a supermarket inventory control system and method

-Mindrum teaches a method and apparatus for dispensing coupons

-Off teaches a method for discounting discount coupons

-Ayyoubi teaches a system for redeeming stock purchase credits in

acompany by participating consumers

-Peach teaches a process for administering promotional mailings

-Cohen teaches a purchasing system with rebate feature

-Marshall teaches a market research method for managing manufacturers' discount coupon offers

-Kepecs teaches a system for distributing electronic promotions

-Eggleston teaches a system for incentive programs and award fulfillment

Any questions regarding this communication should be addressed to the examiner, Dr. Geoffrey Akers, who can be reached at (703)-306-5844 between the hours of 6:30 AM and 5:00 PM Monday through Thursday. If attempts to reach the examiner are unsuccessful, the examiner's supervisor, Tod Swann, can be telephoned at (703)-308-7791.

GRA

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